



We need to establish a solid new direction for the state — one that creates more prosperous, secure and sustainable communities.



A nationally-recognized green building initiative that reviews and certifies new homes, multi-family units and remodeling projects that meet sustainable building and energy standards.



Educates and supports businesses that make a strong commitment to more sustainable business practices.



Highlights the role builders, developers, property owners and communities can play by implementing best practices to improve our waters.



16 N. Carroll St. Suite 840
Madison, WI 53703
608-280-0360
Fax: 608-280-0361
www.weigogreener.com



Working towards a sustainable environment and economy since 1995

Innovative. Bold. Credible.



© 2017 WEI

Design and production donated by Hoot Communications

DOING WELL by DOING GOOD

What happens in Wisconsin if we get this right?

It's time to move beyond the partisan rhetoric and carry out a visionary, yet realistic plan that yields results:

- Main Streets with vibrant public spaces that support thriving local businesses
- More job creation and economic development
- Energy security through clean, renewable sources
- Water sustainability and stewardship
- Smarter, more affordable housing
- Re-balancing our food production through urban agriculture and entrepreneurship
- Reduced social/economic disparities
- Universities as sustainability hubs



Working towards a sustainable environment and economy since 1995

For more on Wisconsin Environmental Initiative (WEI), please visit: www.weigogreener.org

How do we restore Wisconsin's tradition of environmental stewardship?

- Rely on good science and local control
- Promote green urbanism, green building and green infrastructure investments
- New business models and sustainable practices as a powerful force for good
- Reward good actors through economic incentives and expedited review
- Require more rigorous standards and enforcement for bad actors
- Apply new stewardship tools and innovative strategies
- Make smart investments in clean, renewable energy, the emerging "bio-economy" and advanced manufacturing.
- Develop a green benchmark and brand for Wisconsin.

We **can** have a **green and growing Wisconsin** that respects our heritage and tradition of environmental stewardship if we embrace a more collaborative, practical and effective way forward.

